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Filing Date: May 9, 2001					
First Named Inventor Tadamasa Kitsukawa, et al.  Examiner's Name: Lambrecht, Christopher M.	///ve-				
Art Unit: 2623	11/2005				
Attorney Docket No.: 080398.P159D	1 Str 2 TC3700				
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An Amendment After Final Action (37 CFR 1.116) is					
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ATTACHMENTS Preliminary Amendment					
Amendment/Response with respect to Office Action					
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Terminal Disclaimer (reminder: if executed by an attorr Information Disclosure Statement (IDS) Copies of IDS citations Petition for Extension of Time Fee Transmittal Document (that includes a fee calculat Cross-Reference to Related Application(s) Certified Copy of Priority Document	,				
Copies of IDS citations					
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SUBMITTED BY:					
BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP					
TYPED OR PRINTED NAME: Sheryl Sue Holloway					
SIGNATURĘ::					
REG. NO.: 37,850					
DATE: AM4.13, 2007					
ADDRESS: 1279 Oakmead Parkway					
Sunnyvale, CA 94085-4040					
TELEPHONE NO.: (408) 720-8300					
CERTIFICATE OF MAILING BY F	IPST CLASS MAIL (if applicable)				
I hereby certify that this correspondence is being deposited with the Unian envelope addressed to the Commissioner for Patents, P.O. Box 1450 on 8 · 13 · 0	0, Alexandria Virginia 22313-1450				
Date of Depo	sit				
Carla Anysia Nascimento  Name of Person Mailing Correspondence					
	8.13.07				
Signature	Date				
Express Mail Label No. (if applicable):					

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:		)	Examiner:	Lambrecht, C.M.	
	Tadamasa Kitsukawa, et al.	) }	Art Unit:	2623	
Application No. <u>08/852,813</u>			Confirmation No.: 5615		
Filed:	May 9, 2001	) )			
	METHOD AND APPARATUS FOR PROVIDING) ADVERTISING LINKED TO A SCENE OF A PROGRAM	,))))			

MS Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

## RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT

In response to the Notice of Non-Compliant Amendment mailed July 18, 2007, Applicant respectfully requests entry of the following amendments and reconsideration of this application.